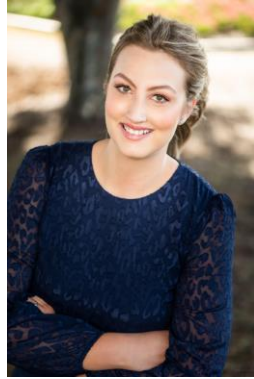


WELCOME



Cara Williams
QLD Inspire Chair



Cara Graham
WA Inspire Chair



Thursday 19 August | 11am to 12pm

INSPIRE WEBINAR SERIES

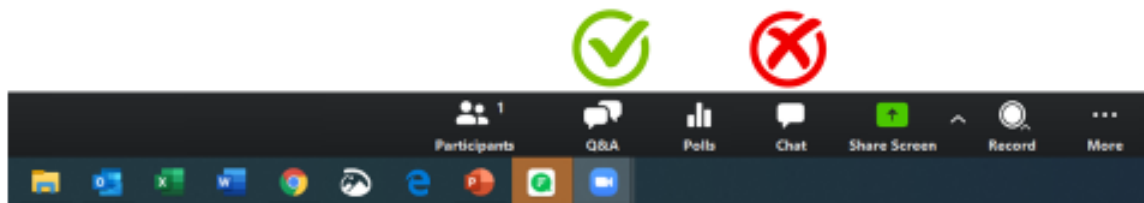
Harnessing your personal power & building
your professional confidence



Today's webinar



- **1 Hour CPD** available – AFA will send details within the next week.
- As a webinar attendee you are on 'mute' during the webinar
- Questions will be answered at the end of the presentation. Please use the Zoom QA function (not the Chat function) to ask your question.





NEW WORK CONSULTING

Brand expression through your people.

AFA INSPIRE: Mentoring, self-development and networking
Julissa Shrewsbury, Director, New Work Consulting

NEW WORK
CONSULTING

Women & Business

VISIBILITY
Striving to be seen & heard

FEMALE ENERGY
Being valued for being yourself

CREDIBILITY
Knowing how to build trust with audiences

IMPOSTER SYNDROME
'I am enough.'

FAMILY
Juggling business with caring roles

ROLE MODELS
Examples to guide us

CONFIDENCE
An internal & external game

COLLABORATION
Women work with others

COMFORT ZONE
Challenging ourselves to do hard things

COGNITIVE BIAS
Communication breakdown

PERMISSION
Being your own champion

CONTRIBUTION
Driven by a purpose

COMMUNITY
Networks where we can safely ask for help

julissa.com.au

BRAND CULTURE

Brand expression through your people

NEW WORK
CONSULTING

This is really
about...
POWER

“Toxic, boys’ club culture.”

“Bad management decisions and a lot of blaming games.”

“Agents not doing their job well because they are expected to do it fast.”

“Since working from home... we listen to upper management talk about nothing for 45 minutes (online).”

– *Reviews of a financial services company on Glass Door*

julissa.com.au

BRAND CULTURE

Brand expression through your people

NEW WORK
CONSULTING

This is really
about...
POWER

Personally powerful	No power
Tapping into my 'superpowers' Focusing on the client or audience in order to make a real difference	"She's a lovely girl..." "I feel like a little girl playing dress-ups"

INTERNAL

INTERNAL / EXTERNAL

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BRAND CULTURE

Brand expression through your people

NEW WORK
CONSULTING

Expanding your range of influence

– Adam Galinsky



**THAT YOU SEEM POWERFUL
IN THE EYES OF OTHERS**

**THAT YOU SEEM POWERFUL
IN YOUR OWN EYES**

NEW WORK
CONSULTING

Building your personal power

Powerful in your own eyes	Powerful in the eyes of others
<p data-bbox="446 375 935 410">Tapping into YOUR 'superpowers'</p> <p data-bbox="426 463 954 539">Remembering it's not about you, it's about who you serve</p> <p data-bbox="484 594 896 628">Getting clear on your values</p> <p data-bbox="413 681 967 716">Practicing self-care & positive self-talk</p>	<p data-bbox="1122 375 1547 410">Building your personal brand</p> <p data-bbox="1083 463 1586 539">Always communicating from value (the client/audience 'WIIFM')</p> <p data-bbox="1093 594 1576 628">Communicating your boundaries</p> <p data-bbox="1108 681 1561 757">Building your skills in confident communication</p>

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BRAND CULTURE

Brand expression through your people

NEW WORK
CONSULTING

Exercise: Communicating from value

What you offer	Why it matters
e.g. I am able to help people pinpoint what is valuable about the work they do	Builds clear & confident communication to help them influence others for win-win results

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BRAND CULTURE

Brand expression through your people

NEW WORK
CONSULTING